I oppose loosening the rules designed to promote and protect diversity
of media ownership. These rules were adopted to ensure that the public
would receive a diverse range of viewpoints from the media, and not
simply the opinions of a handful of media conglomerates.

Diversity goes beyond the simple context of
commercial competition. And even if we evaluate
diversity solely on commercial competition, the
loosening of media ownership will drastically
reduce competition. Consolidation reduces the
number of entities in the marketplace, which
leads to regional, or national, monopolies, a
state that is known to severly impact competition
and a main reason why anti-trust laws exist.

If large media companies are able to own the
full range of media services within cities,
local-based news and diversity will be lost.
In order to keep costs to a minimum, large
media companies will favor generic monocentric
programming that can be fed to all their media
outlets, disregarding the unique diversity
that each community has. Evidence of this
already exists in television programs by
media giants that own studios, TV stations,
and cable networks. It has become increasingly
common for a television series that is shown on
one of the major networks (NBC, CBS, ABC, FOX,
WB, UPN) to then be recycled many times over on
various cable networks, reducing programming
costs and eliminating the need to create more
diverse programming.

The idea that the concentration of media
ownership does not inhibit media diversity
completely contradicts the concept of democracy
and how we govern our society. It would be like
saying, "A dictatorship can properly represent
the diverse views of those subjugated," which
everyone agrees is absurd and contrary to
historical evidence.

I urge you to not weaken regulations on media
ownership. Our democracy relies upon a diverse
and robust media that ensures the free flow
of information from a wide array sources and
viewpoints, something that consolidation has
never proven to protect and has consistently
shown to inhibit.